

Rep Order# 9803194 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 52730

Printed: 08/30/2012 10:14 AM
Last Received: 08/29/2012 5:08 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1559
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1559
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-MKGD FOR LINE 14 OK. PLS CNF

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|----------|--|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *14 | F | 3P-4P | LETS-DEAL1-CBS/LETS-DEAL2-CBS | :30 | \$600.00 | 09/07-09/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V3 1X NA | | | | | | | | |
| | | | | V3 Comment Changed, Spots/week Changed | | | | | | | | |
| | *26 | M | 1230P-6P | US OPEN | :30 | \$300.00 | 09/10-09/10 | 2 | 1 | 2 | \$600.00 | |
| | | | | Sales Remark: V3 MKGD | | | | | | | | |
| | | | | V3 Added | | | | | | | | |

---REPORT TOTALS---

Report Totals: 2 / \$600.00

---SALES MONTHLY TOTALS---

Sep 12: 26 / \$24,200.00
Sales Totals: 26 / \$24,200.00
Station Totals: 26 / \$24,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|-----|------|-----|------|----|------|-----|------|-----|
| Market Totals | \$86,429 | CABL | 0% | EKRC | 5% | UNKN | 0% | WBQC | 0% | WCPC | 23% |
| | | WKRC | 28% | WLWT | 24% | WSTR | 4% | WXIX | 16% | | |

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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Rep Order# 9803194 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 52730

Printed: 08/29/2012 12:31 PM
Last Received: 08/28/2012 2:40 PM
Showing Buylines: All Rep & Sta Revised Lines

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--- REMARKS ---

pls see line 14
t/r
lynda/jim

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-----------------|--|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | *14 | F | 3P-4P | LETS-DEAL1-CBS/LETS-DEAL2-CBS | :30 | \$600.00 | 09/07-09/07 | 1 | 1 | 1 | \$600.00 | |
| | | | Station Remark: | V2 1x na 9/7 sched change mg mon 1230-6p 9/7 2x @ 300.00 us open tennis | | | | | | | | |

---REPORT TOTALS---

Report Totals: 1 / \$600.00

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$24,200.00
Sales Totals: 25 / \$24,200.00
Station Totals: 25 / \$24,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|-----|------|-----|------|----|------|-----|------|-----|
| Market Totals | \$86,429 | CABL | 0% | EKRC | 5% | UNKN | 0% | WBQC | 0% | WCPO | 23% |
| | | WKRC | 28% | WLWT | 24% | WSTR | 4% | WXIX | 16% | | |

Books null
Demos RA35+

Rep Order# 9803194 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 52730

Printed: 08/29/2012 12:31 PM
Last Received: 08/28/2012 2:40 PM
Showing Buylines: All Rep & Sta Revised Lines

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Station WKRC-TV CINCINNATI, OH
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Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Wednesday, August 29, 2012 10:22 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Priorities USA Action - 52730

Station: WKRC-TV

Order Information:

Order #: 52730
Order Total: \$24,200.00
Agency: Mundy Katowitz Media
Advertiser: Priorities USA Action
Product: PRIORITIES USA ACTION
Alternate Order #: 09803194
Estimate #: 1559
Flight Dates: 09/04/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (52730-14-1):

Rate: \$600.00
Air Date: Fri 09/07/12
Eligible Days: -----F-----
Inventory Code: Let's Make a Deal
Inventory Description: Let's Make a Deal
Inventory Code Time: 3:00 PM-4:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Program Change -No Return

2x Mon 12:30-6p
Tennis
(US open \$730 each
9/7 @

Spot Manager: All, 09/04/12-09/10/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|-----------------------------------|-----------|-------------|--------|------------|-------|---|---------------------------|---------------------------|------------|----------|--------|--------|
| Advertiser: Priorities USA Action | | | | | | | | | | | | |
| Agency: Mundy Katowitz Media | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 52730 | | | | | | | | | | | | |
| Line: 1 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 5:20:11 AM | :30 | \$850.00 | | 5a Good Morn Cincinna (5:00:00 AM-5:30:00 AM) | PRIORITIES USA ACTIO 1559 | P-1 | | | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 2 | | | | | | | | | | | | |
| 09/10/12 | Monday | 5:14:14 AM | :30 | \$850.00 | | 5a Good Morn Cincinna (5:00:00 AM-5:30:00 AM) | PRIORITIES USA ACTIO 1559 | P-1 | | | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 3 | | | | | | | | | | | | |
| 09/06/12 | Thursday | 5:34:55 AM | :30 | \$950.00 | | 5a Good Morn Cincinna (5:30:00 AM-6:00:00 AM) | PRIORITIES USA ACTIO 1559 | P-1 | | | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 4 | | | | | | | | | | | | |
| 09/04/12 | Tuesday | 6:50:52 AM | :30 | \$1,000.00 | | 6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM) | PRIORITIES USA ACTIO 1559 | P-1 | | | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 5 | | | | | | | | | | | | |
| 09/06/12 | Thursday | 6:43:21 AM | :30 | \$1,000.00 | | 6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM) | PRIORITIES USA ACTIO 1559 | P-1 | | | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 6 | | | | | | | | | | | | |
| 09/07/12 | Friday | 7:28:56 AM | :30 | \$600.00 | | CBS This Morning (7:00:00 AM-7:30:00 AM) | PRIORITIES USA ACTIO 1559 | P-1 | | | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 7 | | | | | | | | | | | | |
| 09/06/12 | Thursday | 9:33:20 AM | :30 | \$450.00 | | M-F 9a-10a 9:00 AM-10:00 AM | PRIORITIES USA ACTIO 1559 | P-2 | | | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 8 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 10:15:25 AM | :30 | \$450.00 | | M-F 10a-11a 10:00 AM-11:00 AM | PRIORITIES USA ACTIO 1559 | P-2 | | | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 9 | | | | | | | | | | | | |
| 09/10/12 | Monday | 11:58:26 AM | :30 | \$1,800.00 | | The Price is Right 11:00 AM-12:00 PM | PRIORITIES USA ACTIO 1559 | P-1 | | | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 10 | | | | | | | | | | | | |
| 09/07/12 | Friday | 12:03:31 PM | :30 | \$1,600.00 | | Local 12 News at Noon 12:00 PM-12:30 PM | PRIORITIES USA ACTIO 1559 | P-1 | | | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 11 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 12:58:56 PM | :30 | \$1,000.00 | | Young & the Restless 12:30 PM-1:30 PM | PRIORITIES USA ACTIO 1559 | P-1 | | | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 12 | | | | | | | | | | | | |
| 09/04/12 | Tuesday | 1:29:11 PM | :30 | \$900.00 | | Bold & the Beautiful 1:30 PM-2:00 PM | PRIORITIES USA ACTIO 1559 | P-1 | | | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 13 | | | | | | | | | | | | |
| 09/06/12 | Thursday | 2:29:11 PM | :30 | \$650.00 | | The Talk 2:00 PM-3:00 PM | PRIORITIES USA ACTIO 1559 | P-1 | | | 1 | MWASH- |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Descripti | Estimate # | Priority | Spot # | AE |
|-----------------------------------|-----------|-------------|--------|------------|-------|-------------------------|-----------------------|---------------------------|------------|----------|---------|----|
| Advertiser: Priorities USA Action | | | | | | | | | | | | |
| Agency: Mundy Katowitz Media | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 52730 | | | | | | | | | | | | |
| Line: 13 | | | | | | | | | | | | |
| | | | | \$650.00 | | | | | | | 1 | |
| Line: 14 | | | | | | | | | | | | |
| 09/10/12 | Monday | | :30 | \$300.00 | PGA | | (12:30:00 PM-6:00:00 | PRIORITIES USA ACTIO 1559 | | P-4 | 3 MWASH | |
| 09/10/12 | Monday | | :30 | \$300.00 | PGA | | (12:30:00 PM-6:00:00 | PRIORITIES USA ACTIO 1559 | | P-4 | 2 MWASH | |
| | | | | \$600.00 | | | | | | | 2 | |
| Line: 15 | | | | | | | | | | | | |
| 09/04/12 | Tuesday | 5:04:18 PM | :30 | \$1,600.00 | | 5p Local 12 News at Fiv | (5:00:00 PM-5:30:00 P | PRIORITIES USA ACTIO 1559 | | P-1 | 1 MWASH | |
| | | | | \$1,600.00 | | | | | | | 1 | |
| Line: 16 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 5:50:33 PM | :30 | \$1,700.00 | | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 P | PRIORITIES USA ACTIO 1559 | | P-1 | 1 MWASH | |
| | | | | \$1,700.00 | | | | | | | 1 | |
| Line: 17 | | | | | | | | | | | | |
| 09/06/12 | Thursday | 6:12:58 PM | :30 | \$1,800.00 | | 6p Local 12 News at Six | 6:00 PM-6:30 PM | PRIORITIES USA ACTIO 1559 | | P-2 | 1 MWASH | |
| | | | | \$1,800.00 | | | | | | | 1 | |
| Line: 18 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 7:04:41 PM | :30 | \$1,400.00 | | M-F 7p-730p | 7:00 PM-7:30 PM | PRIORITIES USA ACTIO 1559 | | P-2 | 1 MWASH | |
| | | | | \$1,400.00 | | | | | | | 1 | |
| Line: 19 | | | | | | | | | | | | |
| 09/06/12 | Thursday | 7:42:37 PM | :30 | \$1,400.00 | | M-F 730p-8p | 7:30 PM-8:00 PM | PRIORITIES USA ACTIO 1559 | | P-2 | 1 MWASH | |
| | | | | \$1,400.00 | | | | | | | 1 | |
| Line: 20 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 11:59:30 PM | :30 | \$750.00 | | Letterman | 11:35 PM-12:35 XM | PRIORITIES USA ACTIO 1559 | | P-2 | 1 MWASH | |
| | | | | \$750.00 | | | | | | | 1 | |
| Line: 21 | | | | | | | | | | | | |
| 09/07/12 | Friday | 12:24:35 XM | :30 | \$400.00 | | Late Late Show | 12:35 XM-1:35 XM | PRIORITIES USA ACTIO 1559 | | P-1 | 1 MWASH | |
| | | | | \$400.00 | | | | | | | 1 | |
| Line: 22 | | | | | | | | | | | | |
| 09/04/12 | Tuesday | 4:52:54 XM | :30 | \$150.00 | | 430-5a News | 4:30 XM-5:00 XM | PRIORITIES USA ACTIO 1559 | | P-1 | 1 MWASH | |
| | | | | \$150.00 | | | | | | | 1 | |
| Line: 23 | | | | | | | | | | | | |
| 09/08/12 | Saturday | 7:58:56 AM | :30 | \$550.00 | | 6a-8a Local 12 News Sa | (7:30:00 AM-8:00:00 A | PRIORITIES USA ACTIO 1559 | | P-1 | 1 MWASH | |
| | | | | \$550.00 | | | | | | | 1 | |
| Line: 24 | | | | | | | | | | | | |
| 09/08/12 | Saturday | 1:40:48 XM | :30 | \$250.00 | | Sat 105a-205a | 1:05 XM-2:05 XM | PRIORITIES USA ACTIO 1559 | | P-2 | 1 MWASH | |
| | | | | \$250.00 | | | | | | | 1 | |
| Line: 25 | | | | | | | | | | | | |
| 09/09/12 | Sunday | 11:11:19 AM | :30 | \$1,500.00 | | CBS Sun Morning | (10:00:00 AM-10:30:00 | PRIORITIES USA ACTIO 1559 | | P-1 | 1 MWASH | |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Descripti | Estimate # | Priority | Spot # | AE |
|------|---------|----------|--------|------|-------|--------------------|-------------|-------------------------|------------|----------|--------|----|
|------|---------|----------|--------|------|-------|--------------------|-------------|-------------------------|------------|----------|--------|----|

Advertiser: Priorities USA Action

Agency: Mundy Katowitz Media

Station: WKRC-TV

Order: 52730

Line: 25

| | | | | | | | | | | | | |
|--|--|--|--|-------------|--|--|--|--|--|--|----|--|
| | | | | \$1,500.00 | | | | | | | 1 | |
| | | | | \$24,200.00 | | | | | | | 26 | |
| | | | | \$24,200.00 | | | | | | | 26 | |
| | | | | \$24,200.00 | | | | | | | 26 | |
| | | | | \$24,200.00 | | | | | | | 26 | |
| | | | | \$24,200.00 | | | | | | | 26 | |

[Filtered by:] [Sorted by: Station]